Poster boys for 25 years

Film Murder, one of the posters Shekhar by Ajay Devgan

■ Geety Sukpal, Andheri

FROM Shekar Kapur's Bandit Queen, Parineeta, Jaanbaaz to Murder, designer duo Ajay Arawind and Vivek have created an impressive array of publicity posters for films. It is twenty-five years since they launched Studio Line Offset poster design studio, and it is amazing how they have kept up the tempo in their professions.

Today is an auspicious busy day in their lives. Four fresh faces, known as get endorsements from persons of Ajay Devgan and Manoj Pahwa for Pinjara, Zee's Aashiyan - Animated is being given finishing touches to the publicity posters, while partner Vivek supervises their execution in the studio. Studio Line has been in the field of film publicity posters since 1978, and in all this time it has created over 1,500 poster designs.

"Poster publicity jobs are always a matter of urgency," says Ajay Arawind. "We are at it that." Posters form a vital link in the publicity process, which is why they have retained their existence.

Both have been movie buffs since childhood. Vivek studied at Sophia College for Women and Ajay at Jai Hind College. Both have been interested in painting and sketching since they were children. Ajay's father was a painter and Vivek's father was a photographer in the film industry. Vivek's wife was a filmmaker.

Both of them grew up with stars in their eyes. Ajay completed Commercial Art from the J.J. School of Arts, while Vivek pursued his fancy for painting and designing.

Later they joined leading publicity designers C. Shekar and Kanu Desai, the pair he insists on. "We were fortunate to work with the two giants of all times. From Shekar in Rajnigandha, we learnt the basics for the entire spectrum of movies and from Kanu Desai

Ajay - Vivek

we learnt the finer aspects of movies and the finer points of the trade," Ajay points out.

According to them while designing a poster the most vital aspect is the layout and composition. As Ajay says, they must be able to project different moods in different films. For example, in the poster for Ek Hasina Thi, Vivek's face is shown in close up, while in Bandit Queen, Ajay's face is shown in close up. Both of them have their own distinctive styles.

Over the years they have received many awards for their work. Ajay received the Filmfare award for Bandit Queen in 1995, while Vivek received the Filmfare award for Rajnigandha in 1975. Their latest award was for Dil Hai Ki Manta Nahin in 1992.

Their work is not confined to films alone. They have also designed posters for plays, documentaries and corporate films. Their latest assignment is a poster for Ajay Devgan's production Pyar Ka Dushman